



MATCH YOUR ROOMS TO YOUR

Personality

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Personality
WITH SEALEX LINOLEUM FLOORS AND WALLS

INTRODUCTION

Do you want your home to be truly individual—truly different, just as your tastes are different from those of your friends and neighbors? In short, do you want your rooms to *express your personality*?

Then to you this book is dedicated! For it offers you, through the use of two lovely, modern decorative materials—Sealex Inlaid Linoleum for Floors and Sealex Wall Linoleum—a golden opportunity to “match your rooms to your personality!”

Here is a galaxy of gorgeous colors—ranging from delicate, subtle pastels and clear hues of jewel-like brilliance . . . to deep, rich velvety tones. The variety of color combinations you can create is as boundless as your imagination!

Whatever the decorative spirit you wish to achieve . . . dignity, repose, warmth, or gaiety . . . you will find colors in Sealex Linoleum Floors and Walls that express that spirit with rare charm.

The first step in the creation of “rooms to match your personality” is a Personal-ized Floor—a fascinating new idea in decoration inaugurated by the makers of Sealex Inlaid Linoleums. The complete story is told on the following pages . . .





START WITH A *Personal-ized** FLOOR OF SEALEX LINOLEUM

Now, for the first time, you can design your own floors and have them installed at trifling extra expense. Personal-ized Floors of Sealex Linoleum with their new and exciting Sealex Inset decorative motifs that come ready-cut from Sealex Linoleum make this possible.

There are stars, ships, crescents, flowers and many other gay and original designs with complementing or contrasting Feature Strips and Borders. All are made in a choice of lovely colors and all are correlated to blend with the key colors in Sealex Linoleum which means you can be sure of artistic color unity in your Personal-ized Floor.

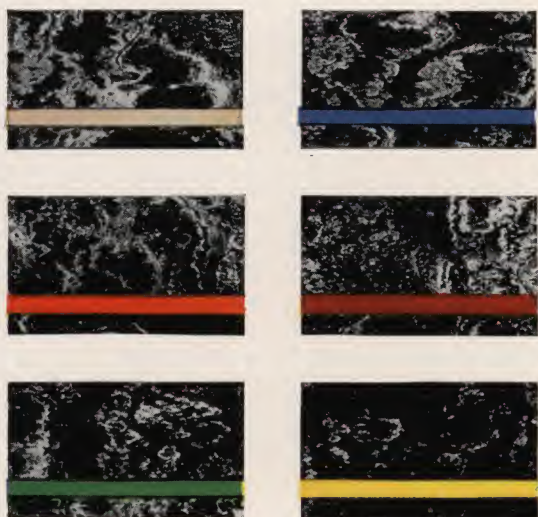
So give your imagination free reign! First, choose one of the lovely Sealex Linoleum patterns for the main "ground" of your floor. Then select your Sealex Insets, Feature Strips and Border and arrange them in whatever design suits your taste. The number of individual effects you can create is practically limitless.

Why is a Personal-ized Floor of Sealex Linoleum so moderate in cost? Because not only are Sealex Insets, Feature Strips and Borders low in price, but they may be quickly and economically set in your floor. The workman simply lays the Sealex Inset in the desired location, runs his knife around it, removes the scored material, then puts the Inset in its place. There you are—with an expensive-looking custom effect at a ready-made price!

Now turn the pages—study the illustrations. You will discover a wealth of ways to use the intriguing new decorative Sealex Insets in interesting Personal-ized Floors of Sealex Linoleum. These are only "appetizers" to start you designing . . . creating floors that express to the utmost *your own* decorative ideas—*your* individual taste in design and color—*your own personality!*



FLOOR—"Evergreen" Sealex Veltone No. 6972 with White Disc Sealex Insets and Border Assembly.



Personal-ize **WITH SEALEX** **READY-MADE BORDERS**

Isn't this an inviting entrance hall? You just know a warm welcome and a gracious hostess await you! Entrance halls, like all "first impressions" are so important! With a Personal-ized Floor of Sealex Linoleum you can make sure *your* entrance hall will be individual and attractive. One of the best ways to plan a Personal-ized Floor is to start with a Ready-Made Border. Here are fourteen inexpensive Sealex Borders now available in Plain Black or Black Marbleized, either alone or with your choice of six lovely Feature Strips.



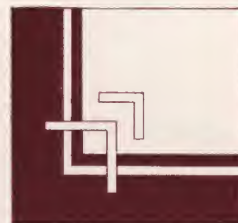
"BEDOUIN," Veltone pattern No. A7247, Personalized with "Emerald Green" Chevrons set in a "White" Panel, No. 1113, edged with "Coffee Brown" Feature Strips, No. 1118.



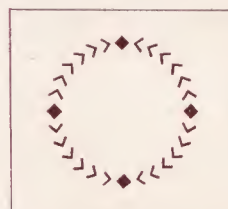
"CHEVRONS"—One size only—outside edge 8" long with 90° angle and square ends.

Personalize WITH CHEVRONS

Chevrons are remarkably adaptable. In the living-room above, they have been set in contrasting panels to produce an interesting, classic design. And note the modern corner-treatment in the floor plan to the right—and the graceful wreath. Later in this book you will find a strikingly different effect for a boy's room—carried out with Chevrons and other Sealex Insets. There are countless opportunities to create easily with Chevrons, truly *individual* designs for your Personalized Floor—designs expressing your *own personal* taste!



A distinctive yet simple corner treatment with Chevrons.



This arrangement gives an "Empire" feeling to a dining room.



Here bay and corners are accented with Chevrons complemented by Squares.



3 1/2 inch



5 inch



7 inch



3 inch



5 inch



7 inch



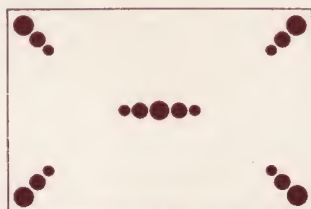
2 inch



3 1/2 inch

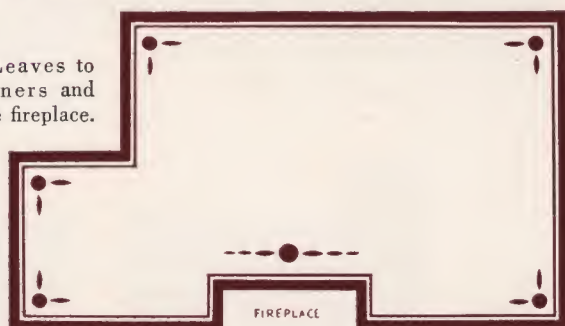


A waveline of "White" Crescents with Stars at the four corners provides the delicate and graceful border for this Personalized Floor. Background, "Marcotta," Sealex Veltone, No. A7243.



For a sunporch—bright Discs in different sizes and colors. Informal, gay!

Discs and Leaves to brighten corners and "play up" the fireplace.



An arresting corner treatment with Star, Crescent and Border.



An intriguing floor scheme for a hall, upstairs or down.



Gaily scattered Stars and Crescents—excellent for a bathroom.



Discs and Feature Strips carry out the modern round stool tops and square lines of the bar in this recreation room. Floor pattern, "Mahogany Red," Sealex Veltone, No. A7376.

Personal-ize WITH STARS, CRESCENTS AND DISCS

Stars, Crescents and Discs afford delightful opportunities for artistic expression in Personalized Floors of Sealex Linoleum. Here are several combinations in which these intriguing Sealex Insets are used to create exciting and varied effects—from the very simple and informal to the gayest and most imaginative. All are available in three sizes and seven colors.



5 inch



4 inch



5 inch



6 inch



2 ¼ inch



3 ½ inch

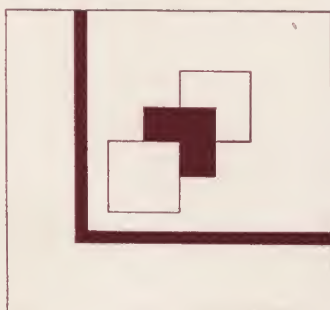


5 inch



Chevrons and a Square before the fireplace with more Chevrons in the two far corners. Simple! Modern!

Squares in two colors add interest to corners used with accenting Feature Strips.



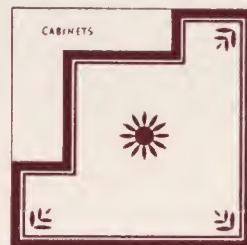
"Red" and "White" Squares with yellow Feature Strips make signal flags for the Personalized Floor of this boy's room. Stars and Chevrons enhance the naval atmosphere. Ground, "Nite," Veltone No. A7388.



White Leaf Sealex Insets give length to this room—knit the Veltone and Veltex patterns together. "Vulcan," No. A7359, and "Kenard," No. A7240.



This formal Disc and Leaf arrangement adds decorative value to the bay window.



Sunflower centerpiece and corner motifs soften the irregular features of this room.



Dignity and simplicity keynote this Personalized hall floor.

Personalize WITH SQUARES AND LEAVES

Squares and Leaves make it so easy to interpret the desired spirit of a room — to blend it into an artistic unity. Consider these floor plans and color sketches, keeping the rooms of your home in mind. Use a Personalized Floor to make the most of the color scheme, the furniture, and the shape of the room itself. You'll find the cost is remarkably low.



FLOOR of "Coral" Sealex, No. 1129—Personal-ized with Ivory and Black Squares and the "Nest of Squares" 9" Sealex Inset.

Personal-ize WITH 9" SEALEX INSETS



Do you like simple "modern" motifs? . . . as in the sophisticated bathroom pictured above. Do you like gay accents? Are you a "hobbyist" with your pet diversion boats—dogs—gardens? Then you can dramatize your tastes most effectively with floors Personal-ized with the 9" Sealex Insets shown on these two pages.

RIGHT: For the housewife who "has a way with flowers"—this charming peasant kitchen with sprightly Green and Yellow "Peasant Flower" Sealex Insets. Plaid design, "Scottish," Sealex Linoleum No. A7486.



"Star in Circle"



"Corner Key"



"Blow Fish"





A kitchen for a woman who insists on cheerful surroundings—a woman who sings as she works! The bright Personalized Floor forms a happy foundation for the room. Red “Cherries” Sealex Inset and Green and Red Feature Strips accentuate the red and green tones of Sealex Veltone Linoleum, “Corinth,” No. A7231, establishing the room’s dominant color notes.

In the gay kitchen below, the lively “Rooster” Sealex Inset takes the center of the stage—an admirable accent for the smart plaid pattern, “Blackburn,” No. A7488. Sanitary Cove Base in “Black”; on counter tops, “Crimson” Sealex Plain Linoleum, No. 1127.

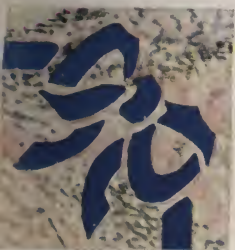


NOTE: “Bow-Knot” available in seven color combinations. “Nest of Squares” and “Corner Key” in six. All other 9” Sealex Insets illustrated are available in reverse color combinations.



All children love dogs! And how better could you design a nursery to please a child than by installing a Personalized Floor enlivened by cocky black and white Scottie Dogs? The main ground of this smooth, sanitary, easy-to-clean floor is “Argentine,” Sealex Linoleum No. 6061. Ready-made Black and White Border, with “Scottie Dog” Sealex Insets.

“Bow-Knot”



“Hour Glass”



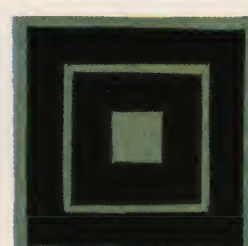
“Sail Boat”



“Ducks in Flight”



“Nest of Squares”





"Compass and Wheel"—18-inch



"Bowl of Fruit"—18-inch



"Tea Set"—18- and 24-inch



A sunny modern living room that makes a virtue of simplicity. The straight lines of the furniture have been skilfully emphasized in the geometric 18" "Nest of Squares" Sealex Inset used in the floor.

Three of these, laid side by side, before the divan, play up the importance of this furniture grouping. Veltone floor is "Rutland" No. A7380. "Vulcan" border, No. A7359.



"When my ship comes in!" . . . A lovely Colonial room, in which a Personal-ized Floor offers delightful modern color interest. The importance of the fireplace is emphasized by the 18" "Square Rigger" Sealex Inset. Its



"Terra Cotta" border is repeated around the floor. Feature Strips are "Emerald Green" No. 1128. Main ground is "Malaga" Sealex Veltex Linoleum No. A7234.



Personal-ize **WITH 18" AND 24" SEALEX INSETS**

Another delightful way to create a Personal-ized Floor is to plan it around an 18" or 24" Sealex Inset. "Nest of Squares" is available also in Pigskin and Mahogany—and all the Sealex Insets in these sizes are offered in reverse color arrangements—as many reverse arrangements as there are colors in the Inset, making twenty-three large Sealex Insets to choose from!



Disc Sealex Insets in three colors emphasize the engaging texture effect achieved with Sealex Veltex, "Malaga," No. A7234.

Color Correlation

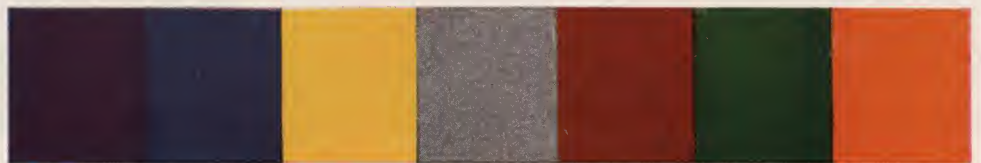
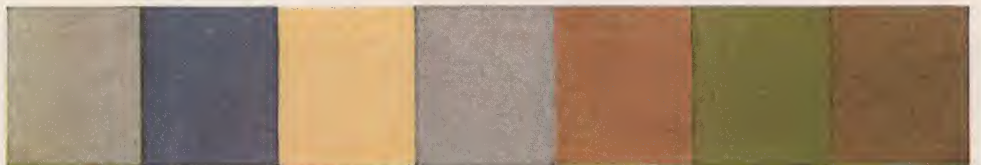
The proper relationship of colors used in harmony or contrast to form a pleasing decorative scheme



All Sealex Linoleum patterns, Insets, Feature Strips, and Borders have been properly correlated for color. Foremost decorative authorities agree that there are 3 distinct groups of colors being used in interiors today:—

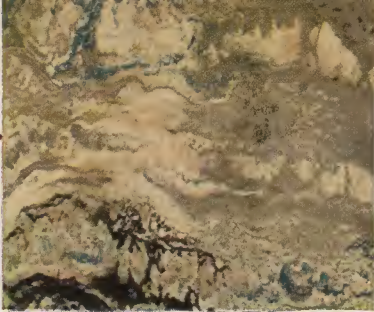
1st—Subtle or muted colors in pastel tones. 2nd—Clear brilliant colors used in smart combination with either pastels or deep tones. 3rd—Rich, deep tones against which lighter furnishings are most effectively silhouetted.

Your color choice in these 3 groupings may be readily made from the corresponding color groups of Sealex Linoleums on the two pages following.



GROUP 1

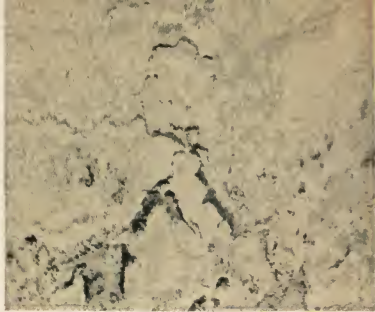
Particularly charming are these pastel colorings of Sealex Linoleum in rooms where soft, subtle color correlation is desired—or for rooms in which you wish to provide background for quiet accenting colors.



"TRIESTE"*—No. A7237



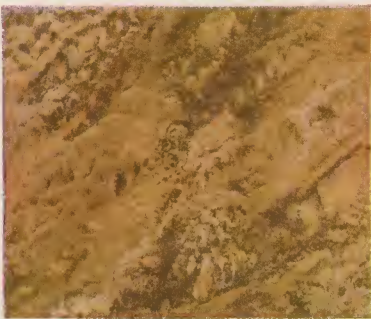
"VERONA"—No. A7238



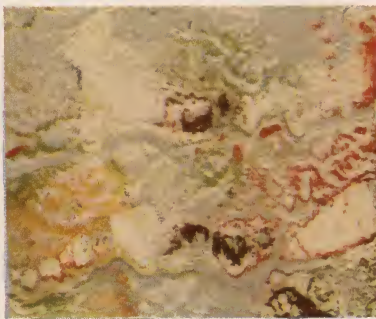
"RUTLAND"*—No. A7380



"GRANADA"*—No. A7233



"BEDOUIN"*—No. A7247



"CORINTH"*—No. A7231



"NAPLES"*—No. A7235



"MALAGA"—No. A7234



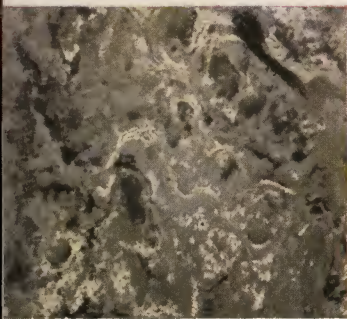
"SINBAD"—No. A7248



"CRETE"—No. A7232



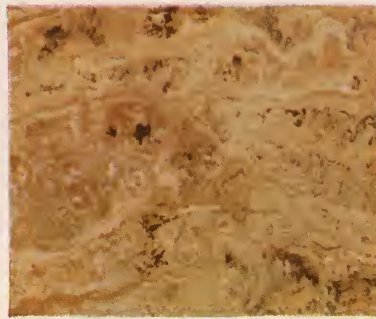
"SALERNO"—No. A7236



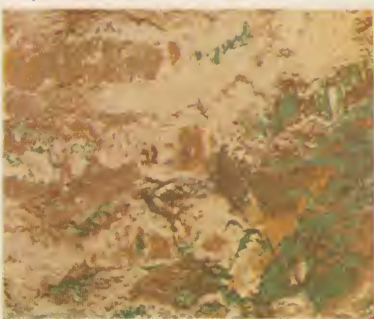
"PAISLEYGRAY"*—No. 6974



"ROSE BERYL"*—No. 6960



"SIENNA"*—No. A7378

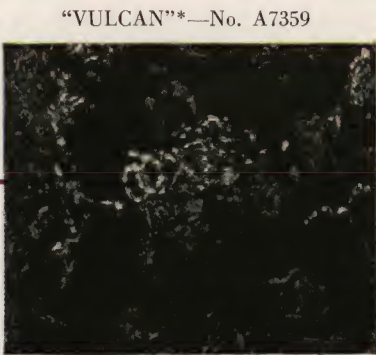


"HAMPTON"*—No. A7395

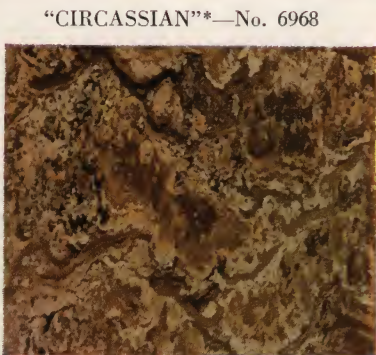
All products identified by an asterisk (*) are manufactured according to an exclusive method of marbling and are fully protected by U. S. Letters Patents. Where pattern number is preceded by letter "A," it designates that the pattern is available in Adhesive Sealex Linoleum, and is fully protected by U. S. Letters Patent No. 1,970,503.

GROUP 3

If you prefer deeper tones for your color schemes, these patterns will give you floors of unusual richness and beauty. They are especially adapted for rooms blessed with plenty of light. And they provide excellent background for furniture with light-colored wood, upholstered, or metal surfaces.



"VULCAN"*—No. A7359



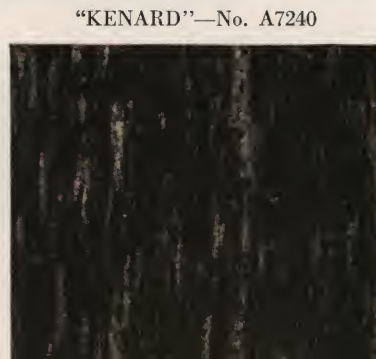
"CIRCASSIAN"*—No. 6968



"NITE"*—No. A7388



"COTTA"*—No. A7387



"KENARD"—No. A7240



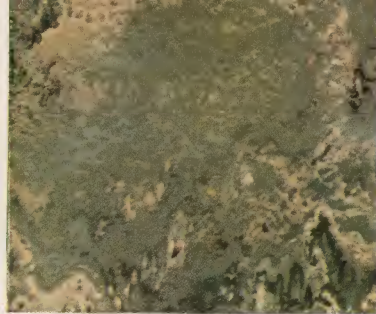
"MAHOGANY RED"*—No. A7376

GROUP 2

If your decorative idea calls for floor colors providing brilliant contrast—if you wish to infuse a room with brightness and gaiety—here is an ideal group of sparkling colors from which to make your choice.



"BERKSHIRE"*—No. A7215



"MARSH GREEN"*—No. A7241



"MARCOTTA"*—No. A7243



"KENYON"*—No. A7394



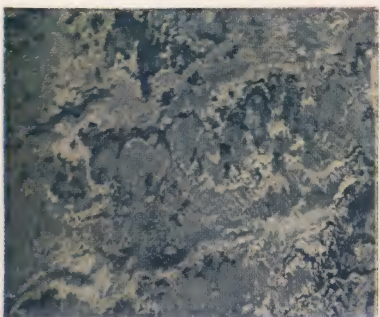
"POCONO"—No. A7216



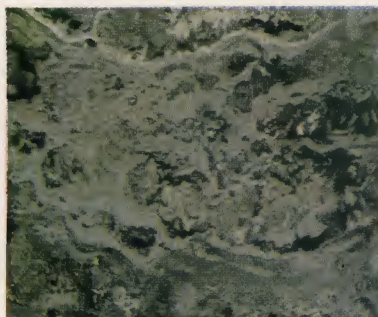
"STREANON"—No. A7242



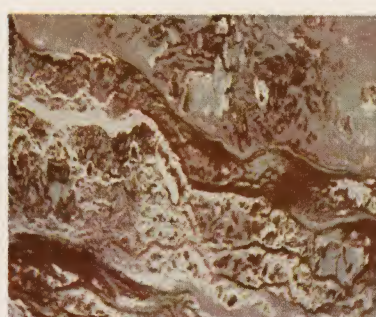
"SALON"—No. A7244



"ATOLL"*—No. A7245



"SEA GREEN"*—No. A7379



"MARQUIS"*—No. A7225



"DELFT BLUE"*—No. A7377



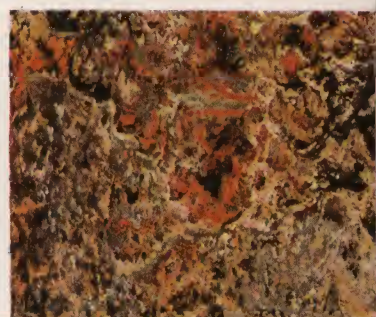
"TAHITI"—No. A7246



"TURIN"*—No. A7391

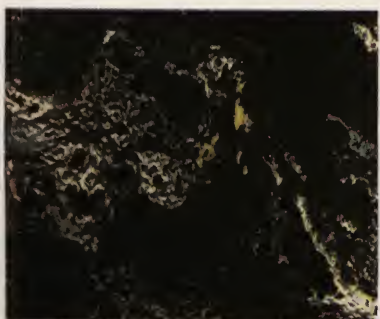


"TANGIER"*—No. A7383



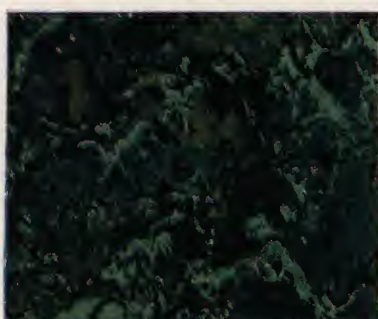
"TIBET"*—No. 6970

"TIZZARO"*—No. A7219



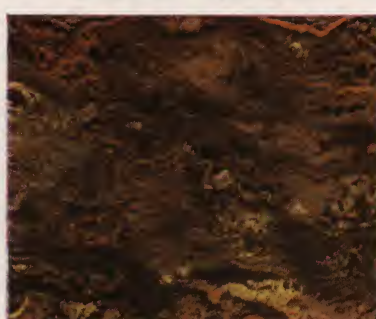
"GIBRALTAR"—No. A7220

"EVERGREEN"*—No. 6972



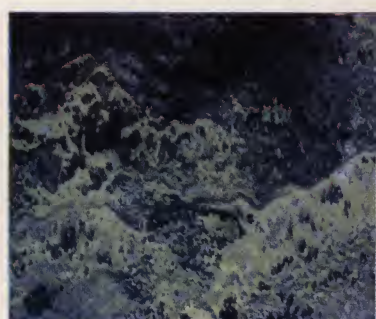
"VERDE ANTIQUE"*—No. A7389

"RAMONA"*—No. A7249

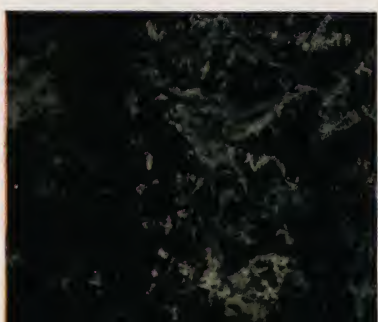


"JUANITA"—No. A7250

"GROTTO"*—No. A7209



"CAVERN"—No. A7210



EXPRESSING YOUR *Personality*

WITH WALLS OF SEALEX WALL LINOLEUM



In choosing color schemes for your rooms you can with Sealex Wall Linoleum complete your individual decorative ideas with the selection of correlated colors for your *walls*.

Sealex Wall Linoleum, with its range of lovely colors, enables you to make your rooms completely “you.” As you can see from the patterns illustrated on these pages, Sealex Wall Linoleum offers wide scope for enticingly “different” wall treatments. Subtle pastels—rich, subdued hues, natural woodgrain reproductions—all may be used singly or in intriguing combinations.

You will find it fascinating to combine two or more Sealex Wall Linoleums artistically. All the patterns are skilfully color-correlated to provide correct color harmony or contrast with each other. And Sealex Wall Linoleums are also color-correlated with the patterns of Sealex Linoleum for floors. So your Sealex Walls will tie in perfectly with your Personal-ized Floors of Sealex Linoleum.

Not only is Sealex Wall Linoleum a beautiful decorative material—it is by large odds the most *practical*! For it has the same smooth, sanitary, easy-to-clean surface as Sealex Linoleum. And the crisp, fresh colors never fade, for they are inlaid clear through to the back. And when you install Sealex Wall Linoleum you eliminate wall refinishing from your budget! *It lasts as long as the building itself!* Never a cent for repapering, replastering or repainting.

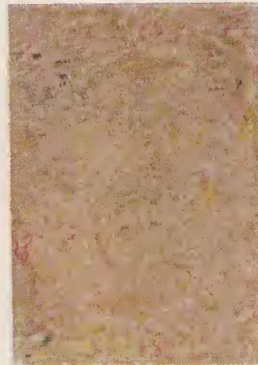
Yet with all these advantages, the cost of Sealex Walls is moderate. To get even a few of the advantages of this wonderful modern material, you’d have to turn to much more costly wall-coverings. And you can’t get *all* of its advantages in any other type material at *any* price!



“MAIZE”—7987



“DARK WALNUT”—7984



“CARNELIAN”—7958



“AMER. WALNUT”—7982



“AZURE”—7988



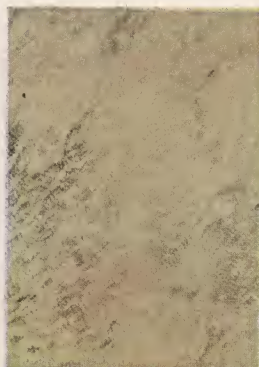
HERE is a smart, individual effect obtained by combining two contrasting patterns of Sealex Wall Linoleum. This modern bathroom is given an appealingly cool appearance by topping off the "Marble White" Sealex Wall Linoleum, No. 7977, with the "Green Beryl," No. 7971. And remember, no amount of splashing will stain, chip or crack these walls—for they're completely water-resistant. The gay plaid floor is Sealex Inlaid Linoleum, "Edinburgh," No. 6045. Matching furnishings smartly complete the scene.



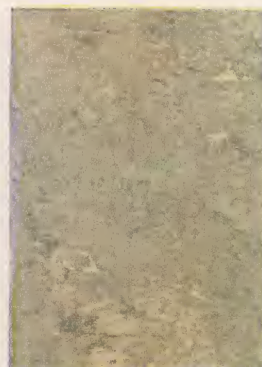
"SARDONYX"—7963



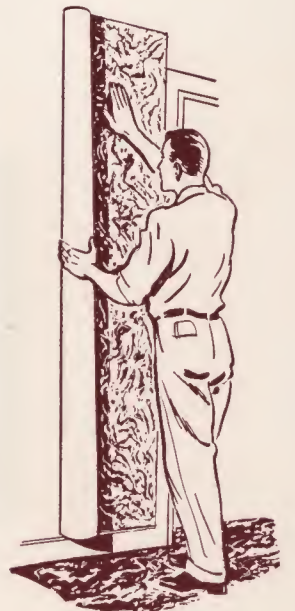
"GREEN ONYX"—7985



"MARBLE WHITE"—7977



"GREEN BERYL"—7971



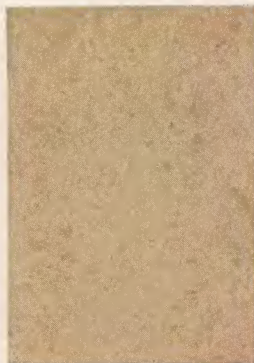


Wherever paneling is desired Sealex Wall Linoleum provides beautiful walls reproducing the natural graining and mellow tones of fine woods—at a fraction of the cost. Illustrated left, “Light Pine,” No. 7981. Also available—“American Walnut,” No. 7982, and “Dark Walnut,” No. 7984.

SEALEX WALL LINOLEUM makes possible unusually attractive wood paneling effects. Notice how well this flexible material has lent itself to the curved surfaces at each side of the bar above. But for all its “swanky” appearance, the bar is, none the less, relatively inexpensive—and utterly practical! For the spill-proof, stain-proof surface of “Light Pine” Sealex Wall Linoleum, No. 7981, will keep it permanently smart-looking. The whimsical mural is made entirely of Sealex Linoleums. Counter top is “Orange” Sealex Plain Linoleum, No. 1126.



“LIGHT PINE”—7981



“PARCHMENT”—7973



“ROSE AGATE”—7989



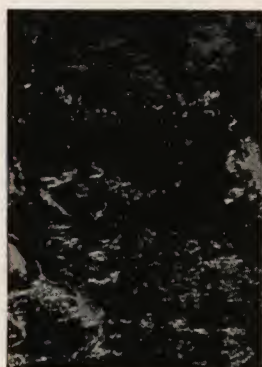
“TRAVERTINE”—7986



LIGHT-COLORED WALLS, in kitchens especially, have always been somewhat of a bugaboo because they're so hard to keep clean. But with Sealex Wall Linoleum you can have light, cheery walls and at the same time eliminate the "grime" problem. Crack-proof, stain-proof Sealex Walls are no trouble at all to keep fresh and spotless. This smart kitchen has "Marble White" walls of Sealex Wall Linoleum, No. 7977, which provide a fresh cool background for the gay Sealex Floor—"Corinth," No. A7231—with its vivid touches of orange, green, and black.



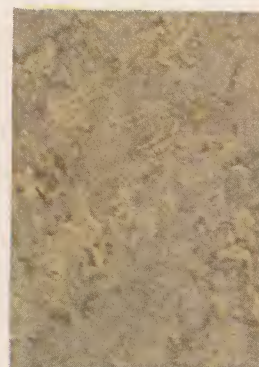
"CORAL"—7975



"BLACK ONYX"—7959



"SUNSTONE"—7960



"ZIRCON"—7972



BEFORE: Just an old-fashioned frump of a kitchen . . . Clumsy equipment, inefficient by today's standards—arranged, too, so the houseworker must march unnecessary miles each day. Poor lighting. Floor design as out of date as your grandmother's bonnet. Ugly, hard-to-clean walls that always require the expense of periodic plastering and painting. Certainly no one would ever enjoy displaying *this* kitchen to friends!

And then came the determination to do the whole room over, from top to toe to give it a 100% beauty treatment, with modern Sealex materials.

In the kitchen above the door panels were filled in and the doors covered with Sealex Wall Linoleum edged with metal as shown on opposite page.

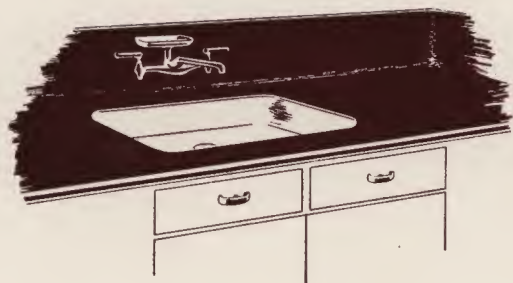


Kitchen doors covered with Sealex Wall Linoleum are a joy. They are not easily soiled, and it is very easy to clean them.



AFTER: Now, the kitchen you've dreamed about! Thrillingly *efficient* with its new appliances, cabinets and well-planned arrangement. Thrillingly *beautiful*, too, in its decoration. The walls and doors are covered with a mellow pattern in Sealex Wall Linoleum, "Parchment," No. 7973. Permanent, stain-proof, washable—they'll enjoy practically "eternal youth." The floor is a Sealex Veltone, "Tangier," No. A7383, simply but most effectively *Personal-ized* with yellow Sealex Feature Strips and "Emerald Green" Disc Sealex Insets. Table and counter tops are Emerald Green Plain Sealex Linoleum. All in all, it's the "last word" in a modern kitchen!

The counters and table top were covered with Sealex Plain Linoleum. A one-piece cove base was installed for a modern splashboard. No cracks to collect dirt!



Sealex Linoleum on counters and table tops is a finishing decorative touch and one that also deadens the clatter of dishes—reducing breakage.

